

**A Place at the Table:
How Immigrants and Refugees Shape our Local Food Culture and Teach Us about the
World©**

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www.conflictcuisine.com

“You can always tell where the conflicts are in the world by what restaurants are opening.” Washington DC proverb

Course Description and Objectives:

In a turbulent world food has become a symbol of resilience and survival. Food can be the cause of conflicts; it can be used by governments as a weapon of war. This is a multidisciplinary course. It incorporates concepts of international relations, development and diplomacy. Using the immigrant experience in Washington you will learn about the power of food to create identity, to provide a livelihood, and to teach you about international relations.

How can the dinner table help us to better understand conflict and global migration? Has the kitchen become the new venue of foreign policy?

You will be tasting the cuisines of some of the diaspora cultures in our area and researching others. In the process, your palate will be engaged to gain a deeper understanding of how cuisines transfer new flavors and products, but also memories of home, something that is portable and enduring.

Food is connected to our culture, to our community and to our sense of self. This course is also about international development. We will examine food security and the increased challenges we face both locally and internationally to ensure that there is adequate food for every person on this planet. We will look at countries in conflict and those emerging from war to understand the impact of wars on malnutrition, stunting and starvation. Locally, we see the impact of conflict as the diaspora communities that have settled in the Washington, DC metropolitan area represent those who have been able to escape wars and successfully resettle in our community. Finally, throughout the semester you will learn about **social gastronomy** – using food as a tool of social change, and gastrodiploamacy, the use of food to promote cuisines of other cultures, sometimes referred to as nation branding.

By the end of the course, students will:

- Recognize through class lectures and readings the power of food to create a space for dialogue, a first step in building trust.
- Understand how culinary and gastrodplomacy are important forms of soft power diplomacy.
- Learn how the histories of conflicts studied in this course are expressed in the cuisines prepared by diaspora chefs.
- Have an opportunity to interact with culinary practitioners and other experts in classroom and restaurant experiences.
- Recognize the importance of food as tool for social justice, for empowerment, and for resilience
- Research local projects that practice social gastronomy and report on them.
- Learn to synthesize and present diverse, interdisciplinary materials and prepare presentations and fieldwork assignments. Be able to understand the impact of conflict and climate change on food security for people living in war-affected environments.

Required Readings:

1. All electronic materials, websites, and journal articles are listed in the syllabus and on Canvas.
2. Warren Belasco, *Food: The Key Concepts*, Bloomsbury, London, and New York, 2008.

ALL material in the syllabus is required reading for the week assigned. You will be expected to use these readings for your assignments throughout the semester. **You should be sure to properly cite materials using the Chicago Style citation.**

Chicago Style citation examples:

- <https://www-chicagomanualofstyle-org.proxyau.wrlc.org/home.html>
- <https://owl.excelsior.edu/citation-and-documentation/chicago-style/>
- https://owl.purdue.edu/owl/research_and_citation/chicago_manual_17th_edition/cmos_formatting_and_style_guide/chicago_manual_of_style_17th_edition.html

Course Requirements and Grading

This class meets once a week. Attendance of all classes is required. Since some of these classes will be off campus it is important to plan in advance so you can attend these sessions.

Grading Breakdown:

Class Participation 10%

Identity/Recipe Essay 5%

Discussion Boards 15%

Gastrodiplomacy-Nation Branding Exercise 25%

Social Gastronomy Essay 15%

Foreign Policy Paper 30% - (10% for presentation; 20% for the paper)

Discussion Board Posts:

Each week you must submit a discussion board post on Canvas in response to the class readings for the week or for specific assignments listed on CANVAS. Your discussion board post should respond to the specific question being raised in the week's theme. Your post should include **at least one** citation from the readings, with proper Chicago Style citation. Your post should be **no longer than 250 words**. **Discussions are graded and represent 15% of your final grade.**

Assignment #1:

What is your food identity? –DUE BEFORE THE FIRST MEETING OF THIS CLASS!

What is your favorite recipe? Please share it and write a short essay (not to exceed 300 words) describing how it is part of your food identity. Your essay should respond to the following questions: Do you consider what you eat a reflection of your family traditions? Do you look at what you eat as a reflection of who you are? How does food impact your own identity, and specifically, does the recipe reflect your own identity? There are no right or wrong answers. Feel free to use examples from your own experiences, be they travel, or your experiences in your community or lessons from the family table.

This assignment will help me learn more about you and your interests. It is graded on a P/F basis and is worth 5% of your grade.

Assignment #2:

Building a Nation-Branding Plan: Gastrodiplomacy in Action

This is a classroom exercise about nation-branding and gastrodiplomacy. I will be dividing the class into groups. You will work in class to develop a nation-branding scheme for the country you will be assigned to. You will have time in class to work on this exercise and you will be asked to deliver the results in class. Your team will be judged by outside experts who will critique your plan. Each team will be graded based on the originality of the plan, the concepts of nation-branding and gastrodiplomacy it embraces, the research used to create the plan, and creativity. **Grading for this exercise is a group grade but each of you will have a role in the presentation. Each individual student must submit a one-page double spaced summary of what specific aspect of**

the presentation you prepared and how your contribution added value to the branding story.

This assignment will be worth 25% of your grade.

Assignment #3: Social Gastronomy SHORT Paper

Please select an organization that you consider a practitioner of social gastronomy. It can be a US-based group or an international organization, such as World Central Kitchen. This assignment requires that you: do an interview call or email to explore what this organization does, and explain why its mission can be considered part of the broader social gastronomy movement. A list of organizations is available through www.socialgastronomy.org but if you have any questions please let me know. You can also use local groups that you believe fit the definition of a social gastronomy organization. Maximum length is 500 words, double-spaced.

This assignment will be worth 15% of your grade.

Assignment #4:

Can Food Build Peace? Food, Conflict and Foreign Policy

During the semester we will explore some of the diasporic cuisines of the city. We cannot cover them all. **In this final paper you will select a country we did not cover and hopefully a diaspora that is represented in the DMV to draft a short paper about whether food can be used as a tool for peacebuilding in that country.** Your paper must include the following: a short description of the conflict, information about whether the affected population has left the country and where they have resettled. What was the predominant food consumed in that country? Are these “conflict cuisines” now available in our area? What dishes are being prepared at our local restaurants and food trucks? Check out the list of countries compiled annually by the World Bank, its *Classification of Fragile and Conflict-Affected Situations* (hyperlinked [here](#)). You must choose a country from that list. The rest is up to you. We will keep a list of the countries so you can select early in the semester. One country per student. We will discuss more about this assignment in class.

Only one country per student.

- a. Graded based on background information about the conflict.
- b. Specifics about the level of food insecurity
- c. Whether or not you found a restaurant in the DMV that serves the national cuisine (Is this Conflict Cuisine represented in our community?)

It is up to you to decide whether you want to try the restaurant's food, but you should make a call to interview the owner to discuss whether or not the cuisine has a local clientele.

- d. Short PowerPoint that illustrates the problem and what suggestions exist to resolve it?

This is a two-part assignment.

Part One: You will prepare a five-minute oral presentation to deliver in class about your country, including some of the key findings of your research paper.

Part Two: You will submit a final report that will respond to the following:

1. A brief description of the conflict – what factors drove the conflict and what impact did the conflict have on food security. For example, are these groups climate migrants in addition to victims of conflict?
2. Some data about the size of the diaspora today, and if these groups also settled in other cities of the US.
3. Information about the iconic cuisine of the diaspora group and challenges, if any, in obtaining the ingredients.
4. Examples of specific restaurants that serve the cuisine. You may want to visit a restaurant and interview the owner. Interviews make for powerful background information.

This paper will allow you to apply lessons you have learned in class and from your readings about the nexus of food and war. Your **paper should be no longer than ten pages double spaced and paginated**. It must include footnotes in Chicago Style citation and the document **MUST BE PAGINATED**. Please upload as .docx to Canvas with file name as “**LastName_Assignment4**”.

The paper will replace a final exam.

Please refer to the executive summaries of [The Food Crisis Report](#) and [The State of Food Security and Nutrition in the World](#) for this assignment. You can also look at the [Council on Foreign Relations: Center for Preventive Action, Preventive Priorities Survey for 2024](#).

This assignment will be worth 30% of your grade.

Week 1: All Food is Political

Weekly Course Schedule:

Overview: This introductory lecture will discuss why all aspects of food, like all aspects of development, are political. We will examine the way wars, conflicts, climate change, and public food policies affect what we eat, how we eat, and why it is important to understand the connections that make having a place at the table so complex.

Assignment 1: What is your food identity based on a favorite recipe?

Required Readings:

- Johanna Mendelson Forman, 2016. "[Foreign Policy in the Kitchen](#)"
- Gillian Crowther, Chapter 9, "[Local Digestion: Making the Global at Home](#)," *Eating Culture*, pp. 237-265
- Sidney Mintz, [Chapter 2: Food and its Relationship to Concepts of Power](#), in *Tasting Food Tasting Freedom*.
- Tseng, Esther. July 6, 2021. "[Chef Francesca Hong Is Proving That Food Is Political](#)." *Civil Eats*.

Suggested Viewing and Reading:

- *Chef's Table*, Season 5, Episode 1, Cristina Martinez. Watch on Netflix: [Chef's Table](#)
- Cabral, Javier. 2018. "[Why Cristina Martinez's Episode of Chef's Table Is One of the Biggest Political Statements of 2018](#)." *The Glutster*. December 10, 2018.

Week 2: Food as Identity

Overview: Food has always been a part of identity. It has determined where empires have marched, and today, it has become a central feature of diplomacy. It is also a feature that defines the "other". Immigrant cuisines have defined newcomers, introduced us to new tastes and flavors, and can determine how we think of other cultures.

Required Readings:

- Warren Belasco, [Chapter 2, "Identity" in *Food: The Key Concepts*](#) pp.15-34
- Fabio Parasecoli, Chapter 8, "[Migrant Food](#)," in *Gastronativism: Food, Identity, Politics*, New York, Columbia University Press, 2022
- Jane Ziegelman – [97 Orchard Street: An Edible History of Five Immigrant Families in One New York Tenement](#), – Introduction, and Chapter 4, and Chapter 5.

Week 3: Food as Soft Power

Overview: Why is food part of the diplomat's toolkit? Can autocrats use food as a diplomatic tool? We will explore how the state uses food as a tool of persuasion and influence to pursue political ends.

Required Readings:

- Nye, Joseph “[Soft Power: The Means to Success in World Power](#)” Cambridge, MA: *Public Affairs* (2004): Chapter 2
- Mendelson Forman, Johanna [Gastrodiplomacy](#). *New Oxford Encyclopedia of Food Research*.
- Chapple-Sokol, Samuel “[Culinary Diplomacy: Breaking Bread to Win Hearts and Minds](#)”. *The Hague Journal of Diplomacy*. (8)2. 2013
- Paul Rockower, “[Recipes for Gastrodiplomacy](#)” *Place Branding and Public Diplomacy* Vol. 8 (2012)
- Lowrey, Annie. “[Who Decided Who Gets a State Dinner?: The President.](#),” *Foreign Policy* 2010.
- Alex Prud’homme, Knopf. [Dinner with the President: Food, politics, and a history of breaking bread at the White House, 2023](#). Read the Introduction, and Chapters on Thomas Jefferson, Donald Trump and Joseph Biden.

Suggested Reading:

- Stelzer, Cita, [Dinner with Churchill: Policy Making at the Dinner Table](#), (New York and London, Pegasus Books, 2012: Chapter 3 “Christmas at the Whitehouse”, December 1941-January 1942.

Week 4: Can Food Build Peace? Food Nationalism as a Force for Good or Cause of Conflict?

Overview: In preparation for our nation-branding team exercise this week, you will learn how food diplomacy has become an essential tool for some countries to use their cuisines to promote tourism, trade, and greater visibility. We will examine the growing importance of nation- branding, using the cuisine of a particular country to promote interest and tourism. We will create country teams for the Gastrodiplomacy exercise this week.

Required Readings:

- Juyan Zhang, “[The Foods of the Worlds: Mapping and Comparing Contemporary Gastrodiplomacy Campaigns](#),” *International Journal of Communication* 9 (2015), 568–591.
- Johanna Mendelson Forman, “[Ukraine’s Borsch’s Diplomacy](#),” Inkstick Media, December 23, 2021.
- [Which countries dominate the world’s dinner tables?](#) *The Economist*
- Mary Jo Pham, “[Food as Communication: A Case Study of South Korea’s Gastrodiplomacy](#),” *Journal of International Service*, v.22, Spring 2013.
- Atsuko Ichijo and Ronald Ranta, [Food, National Identity and Nationalism](#), Palgrave Macmillan:Basingstoke, 2016

- Fabio Parasecoli, "[How Countries Use Food to Win Friends and Influence People: Gastrodiplomacy has gone mainstream](#)," August 20, 2022, Foreign Policy
- Johanna Mendelson Forman, [The Borsch War is Over - Inkstick.pdf](#)

Week 5: Food Security and Food Weaponization: Food, War, and Famine - The oldest and cheapest weapon of war?

Overview: The 21st century has underscored the role of food as the cheapest weapon of war. Whether it is the existing man-made famines in Yemen, South Sudan, Eastern Nigeria, or Syria there is no debate that food becomes a means for controlling populations and destroying enemies. It also affects civilians who are the main victims of these conflicts.

Required Readings:

- David Wallace-Wells – NYTimes "[Food as you Know it is About to Change](#)" July 26, 2024
- Ciezadlo, Annia. "[Eat, Drink, Protest](#)," Foreign Policy 2011
- Ferguson, Jane. "[Is Intentional Starvation the Future of War?](#)" The New Yorker. July 11, 2018.
- Corn, Geoff, and Emanuela-Chiara Gillard. "[The War Crime of Starvation - The Irony of Grasping at Low Hanging Fruit.](#)" May 15, 2024.
- Collingham, Lizzie. *The Taste of War: World War II and the Battle for Food* (New York: Penguin Press, 2011). Introduction, "Food and War" pp. 1-17
- Skim: Simmons, Emmy. "[Recurring Storms: Food Insecurity, Political Instability, and Conflict.](#)" *Recurring Storms: Food Insecurity, Political Instability, and Conflict* | Center for Strategic and International Studies. January 30, 2017.
- Skim SOFI 2024 report [The State of Food Security and Nutrition in the World](#)
- Jean-Martin Bauer, *The New Breadline: Hunger and Hope in the Twenty-First Century*, Knopf, NY 2024. Chapters 1, 5, and 6.
- Fabio Parasecoli, May 9, 2022. [The cost of Putin's war A food security plan for Central and Eastern Europe.](#)

Suggested Reading and Viewing:

- Johanna Mendelson Forman, "[An Army Marches on its Stomach: Portable Foods in War and Peace](#)" *Proceedings of the Oxford Symposium on Food and Cookery, 2022*, Prospect Books, London 2023, pp. 240-251
- **Watch:** Please watch the movie *We Feed People, 2022*. The film is available on Hulu and Disney+.

Week 6: Making Peace with Nature: Climate Change, Food Waste, and Why it Matters

Overview: The impact of climate change on food security cannot be understated. Today the greatest culprit in emissions of greenhouse gases is food waste. Research over the last two decades about impact of rising temperatures on food production points the role that climate change has in creating a world of climate migrants. This class will discuss the challenges of life in the Anthropocene.

Required Readings:

- Stewart Patrick, "[It's Time for a New Concept of Development Adapted to the Anthropocene](#)," 2020.
- United Nations Development Programme. 2020. Human Development Report 2020 "[The next frontier: Human development and the Anthropocene](#)" – pp. 15-43
- Hannah Ritchie, *Not the End of the World: How we Can be The First Generation to Build a Sustainable Planet*.
- Moran, Greta. June 30, 2021. "[The Food System's Carbon Footprint Has Been Vastly Underestimated](#)".
- Michael Grunwald, "[Sorry, but This Is the Future of Food](#)" New York Times, December 13, 2024.

Suggested Reading and Viewing:

- Goldstein, Gordon and Oken, Erik. April 22, 2021. "[America's New Challenge: Confronting the Crisis in Food Security](#)." Council on Foreign Relations.
- Movie: [Food and Country](#) - About the impact of COVID, but also about changes in the food system.

Week 7: Gastrodiplomacy Teams Presentations

- You will be receiving special instructions for the presentation. You will be judged for the team presentation and your own short essay about your specific contribution to the project. (See the syllabus section on this exercise.)

Week 8: Case Studies in the DMV: Washington's Conflict Cuisines

Overview: Chartwell Day in Mary Graydon Center. We will spend the afternoon in the American University test kitchen with Chef Marquez and his team. He will discuss and prepare the creation of some of the iconic dishes of Washington, DC's diaspora cuisine. We will also hear from a panel of diaspora chefs who have helped to create conflict cuisines as a part of what we now call Washington's terroir.

Week 9: Introduction to Case Studies

Overview: Case I –Social Gastronomy and Food Entrepreneurship

Social gastronomy refers to the use of food as a means for social change rather than just the act of consuming food. The word has been around for a while, but in the last few years it has come to represent the work of chefs and social activists who have seen their act of feeding, training and helping refugees and immigrants find new livelihoods to incorporate the use of food into a path forward for a new life. Social gastronomy also combines the way that chefs can become part of a larger community of humanitarian workers who help to save lives through feeding the hungry in emergency situations, and more recently chefs leading the role in wartime.

Required Readings:

- Johanna Mendelson Forman, "[Is Social Gastronomy a Recipe for Peace?](#)"
- Andrea Borghini and Patrik Engisch, *The Philosophy of Recipes*, Routledge, London, 2021
- [The Social Gastronomy Movement www.socialgastronomy.org](http://www.socialgastronomy.org)
- Keddie, 2021. [How Mardin Chef Ebru Baybara Demir is Helping Vulnerable Women in Turkey & Syria through Gastronomy](#)
- Egger, Robert. "[Op-ed: Now is the Time for Cooking Schools to Offer Culinary Activism 101.](#)" Civil Eats. December 18, 2020.
- Severson, Kim. "[José Andrés Fed Puerto Rico, and May Change How Aid Is Given.](#)" The New York Times. October 30, 2017.
- Bellafante, Ginia. "[Brooklyn's Anti-Gentrification Restaurant.](#)" The New York Times. July 27, 2017
- Korman, Carolyn. "[The Tasting-Menu Initiative: Can a restaurant for the rich benefit the poor?](#)". The New Yorker. April 4, 2016, Issue.

Special Guest: Bridgit Nicholson, Director of Programs from Emma's Torch, Washington, DC

Week 10: Case II: Diaspora and Immigrant Cuisine

Overview: Carlos Rosario Center – Field Visit. You will be joining Chef Mariano Ramos, a cooking instructor at this Charter School. He will be explaining the basics of cooking, and then teaching you how to prepare a dish in his teaching kitchen.

Week 11: Case III – Vietnamese Cuisine

Overview: Eden Center and the history of the Vietnamese community in Northern Virginia. One of the first post-conflict settlements in the region, the Vietnamese population has become a symbol for the power of food to support a large community of Vietnamese who fled the country after the fall of Saigon in 1975. Today, we are witness to second generation family members continue the traditions of their families as teachers to our community about the power of food to recreate their homeland.

Required Readings:

- Kim O'Connell, *Echoes of Little Saigon*: [Vietnamese Immigration and the Changing Face of the Arlington Community](#).
- "[Feast of Eden](#)." *Washingtonian* guide to Eden Center (August 2013).
- Andrea Nguyen. *Into the Vietnamese Kitchen* (Berkeley: Ten Speed Press, 2006). "Introduction" and "The Roots of Vietnamese Cooking."
- Food in Every Country (2016). [Vietnam](#). *Food by Country Resource Page*.

Suggested Viewing (optional):

- Anthony Bourdain, *Parts Unknown: Hanoi*, CNN, Season 8 Episode 1 (requires a Discovery+ subscription)

Week 12: Case IV: Ethiopian or Afghan Cuisine

Overview:

Assignments: Discussion Post.

Required Readings:

- CARE Report on "[Sometimes We Don't Even Eat - How Conflict and COVID-19 Are Pushing Millions of People to the Brink](#)"
- Daley, Beth. July 17, 2020. "[To reduce world hunger, governments need to think beyond making food cheap](#)." *The Conversation*.
- Lauren Carruth, "Why are Ethiopians leaving?" *Washington Post*, [Why are Ethiopians leaving? - The Washington Post](#), July 19, 2022.
- Okeowo, Alexis. "[Ethiopia's Agony](#)." *New York Times Magazine*, December 8, 2024, p. 32.

Guest Speaker: Buki Elegbede – Host of *A Table for All*,

<https://www.pbs.org/show/table-for-all-with-buki-elegbede/> - What diaspora cuisines matter.

Week 13: Reports and Final Presentations for individual papers diaspora culinary experience – Session I

Week 14: Final Class and Presentations – Session II

Assignment 4: Can Food Build Peace? Food, Conflict and Foreign Policy

Overview: We will review the lessons learned from a semester of exploration of whether food is a tool to build peace. We will discuss the importance of food as a tool of diplomats, and the role food plays in foreign policy.

- Sietsema, Tom. "[Chefs are the New Diplomats](#)". *Washington Post* 2012.

- Aesthetics for Birds. November 7, 2019. "[Food of the People, By the People, For the People: Cooking as Public Art](#)"
- Andrea Borghini. 2016. "[The Philosophy of Food.](#)"
- Andrea Borghini. 2020. "[The Philosophy of Food. Recipes Between Arts and Algorithms.](#)"
- Paul Freedman, *American Cuisine and How it got this Way*, pp. 367-383.
- [Global Report on Food Crises 2023](#)
- [Council on Foreign Relations: Center for Preventive Action, Preventive Priorities Survey for 2024.](#)
- Johanna Mendelson Forman, "[On Turkish Coffee and Gastrodiplomacy: The borderless nature of Turkish coffee makes it an effective tool for bridging divides,](#)"
- Iyengar, Rishi. "[Soup Dumplings as Soft Power: Din Tai Fung Has Become a Potent Global Symbol of Taiwan, at a Time When the Island Sorely Needs It.](#)" *Foreign Policy*, December 13, 2024.

Additional Readings on Food Insecurity:

- Trompiz, Gus. June 10, 2021. "[Surging food import costs threaten world's poorest, FAO warns.](#)" Reuters.
- Reardon Thomas and Vos Rob. April 2021. "[Food Supply Chains: Business Resilience, Innovation, and Adaptation.](#)"
- Torero Cullen, Maximo. March 29, 2020. "[COVID-19 and the risk to food supply chains: How to respond?](#)" FAO of the UN.
- New York Times, "[The Great Wheat Price Surge That Sputtered](#)"
- "[Food Security and the Coming Storm,](#)" Eurasia Group Foundation, 23 May 2022
- CARE Report on "[Sometimes We Don't Even Eat - How Conflict and COVID-19 Are Pushing Millions of People to the Brink](#)"
- Trinh, Jean. February 10, 2021. "[The pandemic hit undocumented restaurant workers hard. These bartenders swooped in to feed them.](#)" The Washington Post.
- Global Food Policy Report 2021 IFPRI: [Transforming Food Systems After Covid-19.](#)

[FAO Big Data tool on Covid-19 impact on food value chains](#)

Daley, Beth. July 17, 2020. "[To reduce world hunger, governments need to think beyond making food cheap.](#)" The Conversation.

- **Watch:** Please watch the movie *Peace by Chocolate*, 2022. The film is available on YouTube and on other streaming services such as Prime Video. Here is the link for the YouTube version: <https://www.youtube.com/watch?v=ui0LvT1w6SY>

Annexes:

Annex 1: Gastrodiplomacy Assignment Instructions

Gastrodiplomacy- Nation-Branding Exercise

The class has been assigned **FIVE** countries: **Panama, Ethiopia, Pakistan, Philippines, and Georgia**. Each of these countries has experienced some sort of political turmoil or armed conflict, some more recently than others. All five countries remain important tourist destinations despite some of the challenges that exist. Yet as Kamal Mouzawak, a Lebanese food expert and peacebuilder noted, we must look beyond what divides us to create a welcoming environment, especially when it comes to using food to overcome differences. Sometimes countries use food to overcome a darker past. The term frequently used is “foodwashing.”

Panama, Ethiopia, Pakistan, Philippines, and Georgia have wonderful cuisines, bountiful natural products, and strong agricultural exports that can form the basis of a nation-branding campaign. These countries are not often considered dining destinations, but all offer remarkable tourism opportunities. Some countries like Ethiopia and the Philippines have well-known cuisines, but scant effort has been made to create strategies that would advance a branding effort internationally.

All these countries, middle powers, are places that are eager to change perceptions about their histories from places of conflict to places you would want to visit. Gastrodiplomacy is one way to help promote an image by showing how food can make a nation ripe for tourism. Along with wonderful historic sites all five countries have the potential to become well-known food destinations. None of these countries have established well-defined culinary tourism programs that could help increase public interest and understanding of the unique cuisines and cultures of each country.

Like other countries who have chosen to use food as a means of promoting tourism, these countries are also in strong positions to do what Peru, Thailand, Korea, Malaysia, Japan, and Mexico did to launch a nation-branding campaign that will promote their unique qualities as food destinations featuring their cuisines, their chefs, and their special flavors. (See Juyan Zhang article in your readings.) Many countries like those mentioned have used their culinary legacies to help turn around negative images about their internal security for tourists (Peru) or have reversed myths about food safety (Mexico).

In a post-pandemic world, it is important for countries to find new ways to market their nation’s brand, while also promoting their exports. There is also a growing interest in the tourism sector to support countries that help promote a more sustainable agricultural system, respect the environment, and have a focus on gender-inclusion in their food sector, from farming to food preparation. For example, are chefs in the country, or specific restaurants concerned with food waste or focus on non-meat-based dining? This is what the [World Food Tourism Association](#)

[Links to an external site.](#) has noted in its surveys of travelers. Your presentations should reference some of these considerations in the branding campaigns of each country.

Team Exercise

Each team will present a gastrodiploamacy/nation-branding strategy. Your task is to explore the following issues and to present them to the class in PowerPoint format. The strategy for a nation-branding campaign should respond to these questions:

1. What is the rationale for the campaign in your country? Is it political? Is it to change the national image? Is it both?
2. What role does the government play in the campaign?
3. Has the country, or a region of the country, applied for designation as a UNESCO intangible cultural heritage site for food?
4. What role does the private sector play? Tourism industry, restaurants, food companies, international corporations?
5. What unique features of the food scene would you promote in developing a campaign?
6. What type of visitors would you want to recruit to your country? Youth travelers, More traditional tourists? All types of visitors?
7. How would you build on the visitors who are already coming to see some of the tourist sights?
8. What would you need to develop the campaign globally? g., resources, diaspora connections?
9. What would you name the campaign? (For example, Peru calls its national brand *Cocina Peruana para El Mundo*. Thailand calls its campaign *Global Thai*. **Create a unique name for your country brand.**)
10. Feel free to add other features you think are important and relevant to any branding campaign based on your readings about gastrodiploamacy.

Researching Gastrodiploamacy:

You will have time during class to collaborate with your teammates before the final presentation on week 7. **A good place to start your research is on the website of the country's Chamber of Commerce and on page of its foreign ministry. You can also explore the Tourism Ministry, Trade and Export Ministry, and other related sites. There is also the Taste Atlas which we sent you in an earlier notice. The United Nations Food and Agricultural Organization (FAO) has good data on access to food, although some of these countries are not experiencing critical food shortages except for Pakistan. The Nation Brand Index**

[Nation Brands Index](#) is another good place to explore the criteria for Nation Branding. Other resources would be to explore culinary tourism sites that feature trips to those countries to see whether there are already formal trips that feature this type of programming.

During class in weeks #4 and #5 you will be given time to collaborate with your teams, start your research and continue to develop your gastrodiploamacy/nation-branding campaign. I also expect your teams to work outside of class to finalize your presentations.

FINAL PRESENTATIONS WILL TAKE PLACE IN THE CLASSROOM ON Week #7. The five teams will have approximately 15-20 minutes to present your PowerPoint. Each team member will be required to provide some part of the total presentation.

GRADING THIS EXERCISE

You will be judged by outside experts and by me. **I will do grading, but I will ask the judges to evaluate your work. This assignment is worth 25 percent of your final grade. Please remember to prepare a one-page note on what your specific assignment was for this project, so I am aware of your contribution.**

- Nation-Branding Strategy **10 points**
- Role of the national government in this campaign **4 points**
- Descriptions of unique foods the campaign will promote **7 points.**
- Discussion of what types of tourists will be attracted to this campaign **2 points.**
- Campaign name **2 points**

Annex 2: Social Gastronomy Paper

Please select an organization that you consider a practitioner of social gastronomy. It can be a US-based group or an international organization, such as World Central Kitchen. Your assignment is to research the group, do an interview call or email to explore that this organization does, and explain why its mission can be considered part of the broader social gastronomy movement. A list of organizations is available through www.socialgastronomy.org You can also use local groups that you believe are practitioners. Maximum length is 500 words, double-spaced.

A list of organizations is available at www.socialgastronomy.org, and you are encouraged to explore local groups you believe fit this framework. Here are some examples:

- Kitchens of Purpose (VA)
- DC Central Kitchen
- Thrive DC's Emergency Pantry
- Eat Off Beat (NYC)
- Migrant Kitchen (NYC)
- Sanctuary Kitchen (New Haven, CT)
- The Clink (London)
- Gastromotiva (Rio de Janeiro, Brazil)
- Immigrant Cuisine (Washington, DC)
- Carlos Rosario Charter School – Culinary Program (Washington, DC)

You are also encouraged to check out FoodTank's—this list in the link below is very helpful for discovering refugee-based food programs: [Refugee-Powered Culinary Programs](#)

Annex 3: Final assignment

Can Food Build Peace? Food, Conflict and Foreign Policy

During the semester we will explore some of the diasporic cuisines of the city. We cannot cover them all. In this final paper you will select a country we did not cover and hopefully a diaspora that is represented in the DMV to draft a short paper about whether food can be used as a tool for peacebuilding in that country. Your paper must include the following: a short description of the conflict, information about whether the affected population has left the country and where they have resettled. What was the predominant food consumed in that country? Have these “conflict cuisines” been brought to our area? If they have, what dishes are being made at our local restaurants and food trucks? There is a list of countries compiled annually by the World Bank, its Classification of Fragile and Conflict-Affected Situations ([here](#)). You must choose a country from that list. The rest is up to you. We will keep a list of the countries so you can select early in the semester. One country per student. We will discuss more about this assignment in class.

Only one country per student.

1. Graded based on background information about the conflict.
2. Specifics about the level of food insecurity
3. Whether or not you found a restaurant in the DMV that serves the national cuisine (Is this Conflict Cuisine represented in our community?) It is up to you to decide whether you want to try the restaurant's food, but you should make a call to interview the owner to discuss whether or not the cuisine has a local clientele.
4. Short PowerPoint that illustrates the problem and what suggestions exist to resolve it?

This is a two-part assignment.

Part One: You will prepare a five-minute oral presentation to deliver in class about your country, including some of the key findings of your research paper.

Part Two: You will submit a final report that will respond to the following:

1. A brief description of the conflict – what factors drove the conflict and what impact did the conflict have on food security. For example, are these groups climate migrants in addition to victims of conflict?
2. Some data about the size of the diaspora today, and if these groups also settled in other cities of the US.
3. Information about the iconic cuisine of the diaspora group and challenges, if any, in obtaining the ingredients.
4. Examples of specific restaurants that serve the cuisine. You may want to visit a restaurant and interview the owner. Interviews make for powerful background information.

This paper will allow you to apply lessons you have learned in class and from your readings about the nexus of food and war. Your paper should be no longer than ten pages double spaced and paginated. It must include footnotes in Chicago Style citation and the document **MUST BE PAGINATED**. Please upload as .docx to Canvas with file name as “LastName_Assignment4”.